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TvBasics

27

TV HOMES CLIMB TO 83.8 MILLION

Number of TV Homes . . . . . 83.8 Million
Number of Color TV Homes . . . . 75.8 Million (91% of TV Homes)
Number of Multi-Set Homes . . . 45.8 Million (55% of TV Homes)
Time spent with TV per home per day 7 Hrs. 2 Mins.
Total time spent with TV per day . . . . . 589 Million Hours

Source A.C. Nielsen: TV Homes, Jan 1984; time spent, 1983 annual average

TV SET OWNERSHIP AT 98%... AND VIEWING IS HEAVY

	Avg. Viewing Time per TV Home per day		Avg. Viewing Time per TV Home per day
TOTAL U.S.	7:38	COUNTY SIZE	
TERRITORY		A	7:34
Northeast	7:35	B	7:33
East Central	8:18	C&D	7:50
West Central	7:19	HOUSEHOLD SIZE	
South	7:47	1	5:53
Pacific	7:11	2	6:52
EDUCATION OF		3+	9:01
HEAD OF HOUSE		4+	9:28
Under 4 Yrs. H.S.	8:20	LADY OF HOUSE	
4 Yrs. H.S.	7:54	18-34 Yrs.	7:44
1+ Yrs. College	6:50	35-54 Yrs.	8:16
4+ Years College	6:28	55 Yrs. & Over	7:29

Source: A.C. Nielsen, Feb. 84

GROWTH OF COMMERCIAL TELEVISION STATIONS

TV Stations	1955	1960	1965	1970	1975	1980	1984
Total	411	515	569	677	706	734	844
VHF	297	440	481	501	514	516	523
UHF	114	75	88	176	192	218	321

Source: Television Digest, Jan. of each year

TV VIEWING TOPS SEVEN HOURS PER DAY

	Daily TV Viewing Per TV Home
1950	4 hours 35 minutes
1955	4 hours 51 minutes
1960	5 hours 6 minutes
1965	5 hours 29 minutes
1970	5 hours 56 minutes
1975	6 hours 7 minutes
1980	6 hours 36 minutes
1983	7 hours 2 minutes

Source: A.C. Nielsen, annual averages

SUMMER VIEWING INCREASES...AND VIEWING LEVELS ARE HIGH...TOPPING 6 HOURS PER DAY

Daily TV Viewing per TV Home	% Homes Using TV During Avg. Minute – 1983	Summer June-Aug	9 other months
1955 3 hrs. 58 mins.			
1960 4 hrs. 10 mins.	Daytime M-F		
1965 4 hrs. 36 mins.	10 am-4:30 pm	28%	28%
1970 5 hrs. 5 mins.			
1975 5 hrs. 20 mins.	Late Night M-S		
1980 5 hrs. 54 mins.	11 pm-1 am	34%	34%
1983 6 hrs. 24 mins.			

Source: A.C. Nielsen

TV ATTRACTS THOUSANDS OF ADVERTISERS AND BRANDS

	Network TV	Spot TV
Advertisers	602	2,307
Brands	2,597	10,332

Source: BAR, 1983

TELEVISION REACHES PEOPLE

In an Average Day	In an Average Week		Daily Hours of Viewing
88%	94%	of all TV households	7:38
74%	88%	of all men	4:21
79%	91%	of all women	5:09
70%	90%	of all teens 12-17	3:47
79%	92%	of all children 2-11	4:03

Source: A.C. Nielsen, Reach – Feb. 82, Viewing – Feb. 84

DISTRIBUTION OF TOTAL TIME SPENT DAILY WITH MEDIA BY ADULTS

	All Adults	In $30,000+ Income Homes	College Educated
Television	52%	49%	44%
Radio	33%	32%	35%
Newspapers	9%	11%	12%
Magazines	6%	8%	9%

Source: TvB/R.H. Bruskin, Jan. 1982

ADVERTISING AGENCIES THE TOP 10 TV USERS IN 1983

Agency	Millions of Dollars TV Network	TV Spot	Total TV	TV's Share of Total Billings
1. Young & Rubicam	$704.9	$281.0	$985.9	57%
2. J. Walter Thompson	596.7	321.0	917.7	65%
3. BBDO	401.0	266.0	667.0	52%
4. Leo Burnett	413.0	179.0	592.0	66%
5. Ogilvy & Mather	395.3	139.9	535.2	70%
6. Dancer Fitzgerald Sample	275.3	214.4	489.7	78%
7. Grey Advertising	323.8	117.4	441.2	55%
8. Foote, Cone & Belding	272.6	139.4	412.0	63%
9. McCann-Erickson	215.0	185.0	400.0	70%
10. Doyle, Dane, Bernbach	247.0	133.0	380.0	43%

Source: Broadcasting Magazine

LEADING LOCAL TV CATEGORIES

	(Add 000) 1982	1983	% Chg.
1. Restaurants & Drive-Ins	$405,908.5	$498,133.1	+23
2. Food Stores & Supermarkets	192,989.4	229,020.5	+19
3. Auto Dealers*	121,102.5	172,875.3	+43
4. Banks, Savings & Loans	155,215.5	165,639.7	+ 7
5. Department Stores	140,766.6	163,585.0	+16
6. Furniture Stores	112,927.9	144,035.1	+28
7. Radio Stations & Cable TV	120,388.0	126,504.3	+ 5
8. Amusements & Entertainment	90,557.6	99,351.9	+10
9. Movies	90,357.6	97,865.1	+ 8
10. Leisure Time Activities & Services	74,674.5	81,691.7	+ 9

Source: BAR *Dealer Associations Not Included

CABLE TV OPERATING SYSTEMS AND SUBSCRIBERS

	1960	1965	1970	1975	1980	1984*
Operating Systems	640	1,325	2,490	3,366	4,048	5,800
Subscribers (millions)	0.7	1.3	4.5	9.8	15.5	34.1
% of TV Homes	1.4%	2.4%	7.6%	14.3%	20.5%	40.7%

Source: Television Digest, Jan. 1 of each year *Broadcasting Yearbook – 1984

CABLE HOUSEHOLDS CONTINUE TO VIEW OVER-THE-AIR STATIONS

Viewing	Viewing By Type of TV Household (avg. hours per week) Non-Cable Homes	Basic Cable Homes	Pay Cable Homes
Over-the-Air	50.6	50.7	49.1
Cable Originated	—	6.0	7.9
Pay Cable	—	—	9.9

Source: A.C. Nielsen, Feb. 1984

TOTAL ADVERTISING VOLUME REACHES $75.1 BILLION: MAJOR MEDIA: $48.3 BILLION

	Millions of Dollars 1982	1983	% Change	% of Total
Total Advertising	$66,580	$75,060	+12.7	100.0
TELEVISION	14,329	16,090	+12.3	21.4
Newspapers	17,694	20,135	+13.8	26.8
Magazines	3,710	4,210	+13.5	5.6
Radio	4,670	5,230	+12.0	7.0
Outdoor	721	805	+11.7	1.1
Business Papers	1,876	1,876	0.0	2.5
All Others	23,580	26,714	+13.3	35.6

Source: McCann-Erickson 1/84

NATIONAL ADVERTISING INVESTMENTS IN MAJOR MEDIA $22.4 BILLION

	Millions of Dollars 1982	1983	% Change	% of Total
TELEVISION	$10,570	$11,805	+11.7	52.7
Network	6,210	6,985	+12.5	31.2
Spot	4,360	4,820	+10.6	21.5
Newspapers	2,452	2,685	+ 9.5	12.0
Magazines	3,710	4,210	+13.5	18.8
Radio (Network & Spot)	1,178	1,320	+12.1	5.9
Outdoor	465	520	+11.8	2.3
Business Papers	1,876	1,876	0.0	8.4
Total Major Media	$20.251	$22.416	+10.7	100.0

Source: McCann-Erickson 1/84

LOCAL ADVERTISING INVESTMENTS IN MAJOR MEDIA REACH $25.9 BILLION

	Millions of Dollars 1982	1983	% Change	% of Total
TELEVISION	$ 3,759	$ 4,285	+14.0	16.5
Newspapers	15,242	17,450	+14.5	67.3
Retail	10,390	11,580	+11.5	44.7
Classified	4,852	5,870	+21.0	22.6
Radio	3,492	3,910	+12.0	15.1
Outdoor	256	285	+11.3	1.1
Total Major Media	$22,749	$25,930	+14.0	100.0

Source: McCann-Erickson 1/84

COLOR TV PENETRATION TOPS 90%... 75.8 MILLION TV HOMES HAVE COLOR

	Color Households	Penetration of TV Households
1960	340,000	0.7%
1965	2,810,000	4.9
1970	23,400,000	39.2
1975	48,500,000	70.8
1980	63,350,000	83.0
1984	75,810,000	90.5

Source: NBC, 1960-75; A.C. Nielsen, 1980-84

TELEVISION SET SALES

	Total	Color	Monochrome
1975	10,637,000	6,219,000	4,418,000
1976	14,131,000	8,194,000	5,937,000
1977	15,431,000	9,341,000	6,090,000
1978	17,406,000	10,674,000	6,732,000
1979	16,619,000	10,043,000	6,576,000
1980	18,532,000	11,803,000	6,729,000
1981	18,479,000	12,423,000	6,056,000
1983	19,681,000	14,034,000	5,647,000

Source: EIA, Domestic & Imports

TV VOTED MOST AUTHORITATIVE— CREATIVE—INFLUENTIAL

Which advertising is the most:	% of Adults 18 Yrs. + Authoritative	Creative	Influential
Television	57%	67%	84%
Newspapers	20	3	7
Magazines	11	15	2
Radio	5	8	3

Source: TvB/R.H. Bruskin, Jan. 1982

TV VOTED MOST BELIEVABLE

	% of Adults Responding 1959	1964	1968	1972	1976	1978	1980	1982
Television	29%	41%	44%	48%	51%	47%	51%	53%
Newspapers	32	23	21	21	22	23	22	22
Radio	12	8	8	8	7	9	8	6
Magazines	10	10	11	10	9	9	9	8
Don't know	17	18	16	13	11	12	10	11

Source: TIO/Roper

TV VOTED SOURCE OF MOST NEWS

	% of Adults Responding 1959	1964	1968	1972	1976	1978	1980	1982
Television	51%	58%	59%	64%	64%	67%	64%	65%
Newspapers	57	56	49	50	49	49	44	44
Radio	34	26	25	21	19	20	18	18
Magazine	8	8	7	6	7	5	5	6

Source: TIO/Roper

LENGTH OF ANNOUNCEMENTS— THE 30 SECOND DOMINATES

Announcement Length	Non-Network 1965	1970	1975	1980	1983
10 seconds	16%	12%	9%	8%	6%
20 seconds	14	5	1	—	—
30 seconds	1	48	79	85	88
45 seconds	—	—	—	—	1%
60's piggybacked	5	9	1	—	—
60 sec. or more	64	26	10	7	5
	100%	100%	100%	100%	100%

Announcement Length	Network 1965	1970	1975	1980	1983
10 seconds	—%	—%	—%	1%	1%
20 seconds	—	—	—	—	—
30 seconds	—	25	79	85	87
60's piggybacked	23	47	15	11	9
60 sec. or more	77	27	6	2	2
	100%	100%	100%	100%	100%

Source: BAR

TOP 40 LOCAL TELEVISION CATEGORIES, 1983

	Rank	TV $ in Millions	% Chg over 1982	Percent of Commercials By Daypart: Day M-F	Early Eve	Night	Late Night	Wkend Day
Amusements & Entertainment	8	99.4	+10	35	24	9	20	12
Appliance Stores	12	72.3	+44	33	21	10	25	11
Auto Dealers	3	172.9	+43	26	23	10	28	13
Auto Repair & Service Stations	16	52.8	+20	16	30	12	28	14
Auto Supply Stores	21	34.6	+16	15	29	14	28	14
Banks, Savings & Loan Ass'ns	4	165.6	+ 7	20	30	20	22	8
Beauty Shops & Supplies	39	9.3	+84	33	23	10	25	9
Builders & Real Estate Agents	22	34.2	+39	32	23	10	23	12
Business & Financial Services	38	12.0	+11	37	24	8	20	11
Carpet & Floor Covering Stores	23	33.8	+29	47	17	6	21	9
Clothing Stores	13	66.2	+21	39	24	9	19	9
Dairy Stores	37	13.3	+52	34	27	9	14	16
Department Stores	5	163.6	+16	39	29	10	18	4
Discount Department Stores	11	79.1	+ 2	40	31	10	15	4
Drug Stores	15	55.0	+21	43	29	8	16	4
Exterminators	40	9.1	+39	30	26	12	27	5
Food Stores & Supermarkets	2	229.0	+19	40	28	15	13	4
Furniture Stores	6	144.0	+28	42	19	7	23	9
Gas, Electric & Water Companies	27	27.4	+16	26	30	18	20	6
Hardware Stores	30	23.1	+ 1	21	39	9	23	8
Health Clubs & Reducing Salons	26	28.7	+ 4	64	18	5	9	4
Home Improvement Contractors	14	65.2	+39	37	24	9	19	11
Hotels & Resorts	18	42.1	+14	31	24	12	22	11
Investment Brokers	28	27.2	+148	28	22	13	27	10
Jewelry Stores	29	25.0	+10	38	22	10	23	7
Legal Services	34	17.8	+62	71	8	4	13	4
Leisure Time Act. & Services	10	81.7	+ 9	35	26	9	18	12
Loan & Mortgage Companies	33	19.7	+62	39	22	9	20	10
Mail Order Cat. & Showrooms	32	20.9	+17	39	27	11	17	6
Medical & Dental Services	19	41.0	+48	57	14	6	14	9
Movies	9	97.9	+ 8	14	38	13	30	5
Newspapers	31	22.0	+13	24	29	17	22	8
Optical Services & Suppliers	36	16.8	+27	38	25	8	22	7
Radio Stations & Cable TV	7	126.5	+ 5	35	26	12	18	9
Rental Services	25	29.2	+23	60	17	3	11	9
Restaurants & Drive-Ins	1	498.1	+23	20	34	17	20	9
Schools & Colleges	20	35.7	+33	73	9	3	9	6
Shoe Stores	24	32.5	+16	35	33	8	16	8
Shopping Centers & Ass'ns	35	17.6	+15	54	20	6	15	5
Sports, Hobby & Toy Stores	17	42.2	+ 8	35	23	10	21	11

TOP 40 LOCAL TELEVISION CATEGORIES, 1983

	Percent of Commercials By Length			Percent of Commercials By Month											
	10	30	60	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
Amusements & Entertainment	13	83	2	9.5	10.0	8.5	8.4	8.1	8.8	10.1	9.5	8.7	7.0	6.6	4.8
Appliance Stores	6	91	3	6.8	8.6	7.9	6.6	6.5	7.6	8.4	7.2	8.3	8.0	11.3	12.8
Auto Dealers	8	89	2	7.6	8.0	9.2	8.0	8.2	8.1	8.6	8.6	7.9	9.1	9.8	6.9
Auto Repair & Service Stations	19	80	1	6.7	7.9	7.5	8.1	9.0	9.5	9.6	10.3	9.4	8.4	8.1	5.5
Auto Supply Stores	7	92	–	6.9	8.0	8.2	9.3	11.7	8.9	7.7	6.9	8.0	8.8	8.4	7.2
Banks, Savings & Loan Ass'ns	8	87	5	10.8	9.0	8.8	9.3	8.0	7.4	6.8	5.7	8.2	10.4	9.0	6.6
Beauty Shops & Supplies	16	84	–	8.2	9.2	9.8	6.5	7.0	9.2	8.1	7.8	7.6	10.1	9.9	6.6
Builders & Real Estate Agents	10	85	5	7.5	9.3	12.1	9.3	9.7	9.2	8.1	9.1	7.5	7.8	6.9	5.5
Business & Financial Services	4	81	15	17.1	21.4	20.0	10.1	3.0	2.8	2.7	5.5	4.4	4.6	4.1	4.3
Carpet & Floor Covering Stores	7	92	1	7.8	7.5	8.3	7.9	8.7	6.8	7.8	7.6	9.6	11.4	10.1	6.5
Clothing Stores	13	87	–	6.5	5.2	8.2	6.4	6.4	7.0	5.3	11.1	7.4	8.3	11.7	16.5
Dairy Stores	22	78	–	6.0	9.3	7.9	8.8	8.4	10.7	8.8	8.1	12.0	4.2	6.1	9.7
Department Stores	13	86	1	4.1	5.2	7.3	6.5	8.4	6.9	4.6	9.5	8.4	8.5	12.3	18.3
Discount Department Stores	4	95	1	3.9	3.5	6.4	7.5	7.7	6.3	4.2	10.7	7.1	10.2	14.2	18.3
Drug Stores	3	97	–	7.7	7.3	6.9	5.4	7.3	8.3	6.0	7.8	8.0	7.3	8.2	19.8
Exterminators	15	85	–	1.1	2.6	11.3	16.9	16.8	11.8	14.3	12.1	9.7	1.7	1.3	.4
Food Stores & Supermarkets	6	92	2	6.9	7.8	7.9	8.2	8.7	9.9	7.8	8.6	9.4	8.6	8.2	8.0
Furniture Stores	11	88	1	8.8	8.8	8.0	8.0	7.6	8.3	8.2	9.0	8.7	8.6	8.3	7.7
Gas, Electric & Water Companies	6	85	9	5.9	8.9	6.9	7.2	8.6	9.4	8.7	8.1	9.6	12.3	8.6	5.8
Hardware Stores	3	96	1	4.3	5.5	8.2	13.0	13.5	9.9	6.2	7.4	9.1	6.4	6.8	9.7
Health Clubs & Reducing Salons	12	81	7	11.5	11.8	10.9	9.0	8.1	6.6	6.2	6.2	10.6	7.7	6.1	5.3
Home Improvement Contractors	8	85	6	5.2	6.8	8.5	9.2	10.4	9.2	8.0	8.0	9.5	10.7	8.8	5.7
Hotels & Resorts	10	85	4	10.1	8.6	8.5	12.0	10.0	10.2	9.6	8.1	6.2	5.9	5.1	5.7
Investment Brokers	1	82	17	6.3	12.8	9.5	6.3	7.6	7.8	11.4	8.0	7.3	8.5	8.3	6.2
Jewelry Stores	12	87	–	4.0	5.8	4.5	6.9	6.5	4.8	5.2	5.1	5.0	6.3	13.5	32.4
Legal Services	11	88	1	7.6	7.9	7.5	7.5	8.1	8.7	8.7	8.9	9.6	9.5	9.3	6.7
Leisure Time Act. & Services	16	82	2	5.5	8.0	6.5	6.2	7.4	14.6	17.1	14.6	7.6	5.5	4.0	3.0
Loan & Mortgage Companies	2	95	1	6.3	6.8	7.6	6.5	9.2	6.9	7.6	7.8	9.9	11.9	11.3	8.2
Mail Order Cat. & Showrooms	3	91	3	2.7	1.6	1.3	2.7	4.5	1.6	1.8	2.0	7.0	6.3	29.2	39.3
Medical & Dental Services	7	88	4	7.4	8.0	8.1	8.1	7.5	8.5	8.6	8.7	9.0	9.2	9.0	7.9
Movies	6	93	1	9.1	8.9	9.1	9.5	6.6	8.5	7.9	13.0	6.9	7.1	6.6	6.8
Newspapers	9	89	2	8.3	7.3	7.5	7.9	7.1	8.0	7.2	6.4	12.9	14.1	8.1	5.2
Optical Services & Suppliers	9	91	–	5.0	7.3	8.7	8.9	8.0	8.8	7.9	11.6	11.0	9.1	8.4	5.3
Radio Stations & Cable TV	17	80	2	7.1	8.3	11.0	12.4	11.8	7.0	4.0	3.9	7.7	11.2	9.2	6.4
Rental Services	3	97	–	7.6	8.8	8.3	8.4	8.2	7.9	7.5	7.9	9.2	8.7	9.0	8.5
Restaurants & Drive-Ins	5	95	–	5.8	6.6	8.2	9.1	8.7	9.4	10.0	9.6	8.1	8.3	8.3	7.9
Schools & Colleges	6	90	3	7.9	8.0	8.2	7.2	7.0	8.1	8.1	11.4	10.6	8.1	8.0	7.4
Shoe Stores	9	91	–	2.8	2.7	10.0	9.4	11.5	6.9	2.7	11.4	9.6	10.0	10.6	12.4
Shopping Centers & Ass'ns	28	70	2	3.7	3.8	8.2	3.7	4.8	4.8	5.6	8.6	4.9	7.4	12.9	31.6
Sports, Hobby & Toy Stores	10	89	1	4.1	3.9	3.6	6.3	7.7	7.5	5.8	5.8	4.7	6.1	19.1	25.4

When a number is in color its shows this month is the category's highest TV month

TOP 100 TELEVISION ADVERTISERS • 1983 Add (000)

	Spot TV	Network TV	Total TV
1. The Procter & Gamble Co	$229,251.8	$366,663.1	$595,914.9
2. General Foods Corp	73,018.4	170,064.5	243,082.9
3. General Motors Corp	25,672.2	201,350.4	227,022.6
4. General Mills, Inc	112,981.7	100,250.3	213,232.0
5. Ford Motor Co	38,130.3	172,308.1	210,438.4
6. PepsiCo, Inc	121,862.7	73,955.2	195,817.9
7. American Home Pdts. Corp	31,896.8	161,442.2	193,339.0
8. Americn Tel. & Tel. Co	40,497.9	146,603.8	187,101.7
9. McDonald's Corp	105,024.4	80,930.9	185,955.3
10. Philip Morris, Inc	50,368.9	128,266.1	178,635.0
11. Anheuser-Busch Co's, Inc	60,196.8	116,661.3	176,858.1
12. Sears Roebuck & Co	29,315.1	145,006.8	174,321.9
13. Coca Cola Co	72,036.4	95,888.7	167,925.1
14. Lever Brothers Co	55,791.5	110,302.6	166,094.1
15. Johnson & Johnson	9,194.8	131,265.9	140,460.7
16. Pillsbury Co	60,825.0	74,336.9	135,161.9
17. Bristol-Myers Co	10,066.5	120,974.3	131,040.8
18. Ralston Purina Co	35,863.7	94,438.5	130,302.2
19. Dart & Kraft, Inc	42,572.6	87,414.8	129,987.4
20. Warner-Lambert Phar. Co	39,229.8	74,655.1	113,884.9
21. Warner Communications Inc	27,438.5	84,259.8	111,698.3
22. R.J. Reynolds Industries	39,640.5	69,939.6	109,580.1
23. Esmark, Inc	20,434.2	88,153.0	108,587.2
24. Kellogg Co	34,130.8	72,970.3	107,101.1
25. Sterling Drug, Inc	23,930.9	82,682.3	106,613.2
26. Chrysler Corp	20,222.5	84,193.7	104,416.2
27. Nabisco Brands, Inc	21,997.4	81,986.5	103,983.9
28. Mars, Inc	44,332.3	52,101.5	96,433.8
29. Colgate Palmolive Co	29,596.1	59,915.1	89,511.2
30. The Gillette Co	11,347.0	75,317.9	86,664.9
31. Beecham Group, Ltd	7,000.1	78,806.6	85,806.7
32. Campbell Soup Co	21,510.3	63,057.9	84,568.2
33. Nestle S.A.	32,941.8	47,241.2	80,183.0
34. Richardson-Vicks, Inc	20,928.4	59,139.1	80,067.5
35. Nissan Mtr. Corp., USA	43,116.9	33,602.9	76,719.8
36. Wm. Wrigley Jr. Co	17,618.5	56,145.2	73,763.7
37. Consolidated Foods Corp	15,083.3	56,145.2	71,228.5
38. Quaker Oats Co	21,513.1	47,980.3	69,493.4
39. Mattel Inc	15,860.1	52,074.7	67,934.8
40. H.J. Heinz Co	17,608.6	47,863.7	65,472.3
41. Toyota Mtr. Sales Co., Ltd	42,505.6	22,852.5	65,358.1
42. Eastman Kodak Co	8,649.2	56,453.8	65,103.0
43. Revlon, Inc	15,602.2	47,100.8	62,703.0
44. Intl. Bus. Machines Corp	5,843.1	52,644.1	58,487.2
45. American Motors Corp	7,430.0	50,972.3	58,402.3
46. Cheesebrough Ponds, Inc	10,647.3	42,994.8	53,642.1
47. Honda Mtr. Co., Ltd	10,807.0	41,613.6	52,420.6
48. Stroh Brewery Co	14,304.1	37,774.2	52,078.3
49. The Clorox Co	10,149.1	41,415.9	51,565.0
50. J.C. Penney Co. Inc	18,150.6	31,857.7	50,008.3
51. Wendy's Intl. Inc	31,224.2	18,683.4	49,907.6
52. S.C. Johnson & Son Inc.	6,020.4	40,716.5	46,736.9
53. Noxell Corp	2,934.3	42,807.3	45,741.6
54. Gulf & Western Inds. Inc	21,701.2	23,345.5	45,046.7
55. Bayer A.G.	5,906.7	39,003.2	44,909.9
56. Union Carbide Corp	4,419.4	40,010.6	44,430.0
57. General Electric Co	5,004.8	39,158.0	44,162.8
58. Hershey Foods Corp	15,497.9	28,647.3	44,145.2
59. American Cyanamid Co	8,667.5	35,251.8	43,919.3
60. Coleco Industries	14,331.5	29,504.7	43,836.2
61. Schering-Plough Corp	5,438.3	37,862.9	43,301.2
62. Kimberly Clark Corp	12,308.4	30,682.5	42,990.9
63. Volkswagenwerk A.G.	16,920.6	22,177.8	39,098.4
64. IC Industries Inc	20,971.2	17,714.0	38,685.2
65. GTE Corp	32,443.8	6,081.6	38,525.4
66. CPC International	15,544.7	21,668.6	37,213.3
67. Pfizer Inc	2,859.7	34,009.0	36,868.7
68. Time Inc.	31,278.8	5,012.8	36,291.6
69. American Express Co	13,650.8	22,417.1	36,067.9
70. Int. Tel. & Tel. Corp	26,022.1	9,875.0	35,897.1
71. Texas Instruments, Inc *	17,808.4	18,080.2	35,888.6
72. Beatrice Foods Co	26,386.3	9,452.0	35,838.3
73. TCF Holdings Inc	10,712.6	24,266.3	34,978.9
74. Morton Thiokol Inc	7,940.8	26,719.1	34,659.9
75. RCA Corp	10,357.4	24,273.2	34,630.6
76. Goodyear Tire & Rubber Co	11,654.7	22,632.7	34,287.4
77. K mart Corp	10,197.7	23,539.3	33,737.0
78. Carion U.S.A. Inc	7,439.3	26,295.0	33,734.3
79. Milton Bradley Co	21,915.1	11,446.1	33,361.2
80. U.S. Armed Forces	25.2	32,887.5	32,912.7
81. Tandy Corp *	4,237.5	27,715.8	31,953.3
82. UAL Inc	23,539.2	8,162.5	31,701.7
83. E. & J. Gallo Winery	2,836.6	28,798.3	31,634.9
84. Thompson Medical Co. Inc	5,501.4	25,685.5	31,186.9
85. MCI Communications Corp.*	29,258.9	1,710.9	30,969.8
86. Carnation Co	6,278.1	23,991.7	30,269.8
87. AMR Corp	12,325.9	17,707.1	30,033.0
88. Adolph Coors	20,035.6	9,746.3	29,781.9
89. A.H. Robins Co. Inc	26,316.3	3,234.7	29,551.0
90. Toyo Kogyo Co., Ltd	2,270.8	27,175.9	29,446.7
91. Royal Crown Cos., Inc	22,603.9	6,270.4	28,874.3
92. MCA Inc	12,777.9	16,067.7	28,845.6
93. Mobil Corp	20,781.2	7,170.4	27,951.6
94. Cosmair Inc	4,707.3	23,084.6	27,791.9
95. Commodore International Ltd.*	806.3	26,632.8	27,439.1
96. Levi Strauss & Co	5,366.9	21,621.3	26,988.2
97. Polaroid Corp	999.5	25,855.6	26,855.1
98. G.D. Searle & Co *	6,553.8	20,257.3	26,811.1
99. Greyhound Corp	6,639.6	19,750.3	26,389.9
100. Pabst Brewing Co	10,475.3	15,407.3	25,882.6

*New to the Top 100 in 1983

NOTE: Investments classified as "Retail/Local" by BAR (i.e. General Foods' investments for Burger Chef, investments by Sears Roebuck & Co., McDonald's Corp., etc.) are included in the above tabulation.

SOURCE: Television Bureau of Advertising from analysis of Broadcast Advertisers Reports data.

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THE TELEVISION BUREAU OF ADVERTISING'S REPORT ON THE SCOPE AND DIMENSIONS OF TELEVISION TODAY

TvB
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